

## **CLAIMS**

1. A method for providing context based information on a mobile device display, comprising the operations of:

5 predicting a set of services from a plurality of services that a user is expected to utilize within a predefined period of time based on user profile information;

displaying a service icon representing a service of the set of services most likely to be utilized in a primary position on the mobile device display; and

displaying service icons representing remaining services in the set of services in secondary positions on the mobile device display.

10 2. A method as recited in claim 1, further comprising the operation of displaying icons representing remaining services outside the set of services in a tertiary position of the mobile device display.

3. A method as recited in claim 2, wherein the tertiary position is within a tertiary tray that can be hidden during normal operation.

15 4. A method as recited in claim 1, further comprising the operation of presenting data utilizing a ticker tape display on the mobile device display.

5. A method as recited in claim 1, further comprising the operation of displaying informational icon labels for each service icon, each information icon label presenting specific information regarding a state of a corresponding service as it applies  
20 to a particular user.

6. A method as recited in claim 5, wherein each informational icon label changes when the state of the corresponding service changes.

7. A method as recited in claim 6, wherein each service icon is animated based on the state of the corresponding service as it applies to a particular user.

5 8. A context based mobile device display, comprising:

a primary service icon representing a service most likely to be utilized by a user within a predefined period of time based on user profile information, the primary service icon being displayed in a primary position on the mobile device display;

10 a plurality of secondary service icons representing services likely to be utilized by a user within a predefined period of time based on user profile information, the secondary service icons being smaller than the service icon representing the service in the primary position; and

15 a plurality of tertiary service icons representing remaining services available to the user, the tertiary service icons being displayed in a tertiary position of the mobile device display.

9. A system as recited in claim 8, wherein the tertiary positions are within a tertiary tray that can be hidden during normal operation.

10. A system as recited in claim 8, further comprising a ticker tape display that presents data in a scrolling manner on the mobile device display.

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11. A system as recited in claim 8, wherein each primary service icon and secondary service icon is labeled utilizing informational icon labels, each information icon label presenting specific information regarding a state of a corresponding service as it applies to the user.

5 12. A system as recited in claim 11, wherein each informational icon label changes when the state of the corresponding service changes.

13. A system as recited in claim 12, wherein each service icon is animated based on the state of the corresponding service as it applies to the user.

14. A computer program embodied on a computer readable medium, the  
10 computer program capable of providing context based information on a mobile device display, comprising:

program instructions that predict a set of services from a plurality of services that a user is expected to utilize within a predefined period of time based on user profile information;

15 program instructions that display a service icon representing a service of the set of services most likely to be utilized in a primary position on the mobile device display; and

program instructions that display service icons representing remaining services in the set of services in secondary positions on the mobile device display, the service icons representing remaining services in the secondary positions being smaller than the service  
20 icon representing the service in the primary position.

15. A computer program as recited in claim 14, further comprising program instructions that display icons representing remaining services outside the set of services in a tertiary position of the mobile device display.

16. A computer program as recited in claim 15, wherein the tertiary position is  
5 within a tertiary tray that can be hidden during normal operation.

17. A computer program as recited in claim 14, further comprising program instructions that present data utilizing a ticker tape display on the mobile device display.

18. A computer program as recited in claim 14, further comprising program instructions that display informational icon labels for each service icon, each information  
10 icon label presenting specific information regarding a state of a corresponding service as it applies to a particular user.

19. A computer program as recited in claim 18, wherein each informational icon label changes when the state of the corresponding service changes.

20. A computer program as recited in claim 19, wherein each service icon is  
15 animated based on the state of the corresponding service as it applies to a particular user.